



Name of Unit:

Address:

BIZASTRA

Prepared by:

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CONTENTS

- About the Project 3
- About the Promoter..... 3
- Introduction 4
- Uses of Camphor..... 4
- Market Potential of Business..... 5
- Raw Material Required..... 6
- Manpower Requirement 7
- Manufacturing Process 8
- Project cost and Means of Finance..... 9
- List of Equipment..... 10
- S.W.O.T Analysis..... 11
- Risk Analysis and Mitigation Strategy..... 12
- Future Outlook 13

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ABOUT THE PROJECT:

Name of the company:	
Registered Address:	
Constitution:	
GST Registration Number	
Names of the Proprietor / Directors:	
Date of Commencement:	
Products:	
Existing Banker:	

ABOUT THE PROMOTER:

Name of the promoter	
Address of the promoter	
Designation	

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INTRODUCTION

Camphor is one of the products used during religious prayers. This is a part of worship since ancient days. These are available in different size and shape but in general available in square shape with 3-5 thickness. Camphor is waxy, flammable transparent solid with a strong aroma. Camphor tree is native to China, India, Mongolia, Japan and Taiwan and a variety of this fragrant evergreen tree is grown in Southern United States; Especially in Florida. Camphor is obtained through steam distillation, purification and sublimation of wood, twigs and bark of the tree. Solid Camphor releases fumes that form a rust preventive coating and is therefore stored in tool chests to protect tools against rust. The industry is characterized by high degree of competition and major players compete on price differentiation. Therefore, camphor is a price sensitive market with less scope for product differentiation.

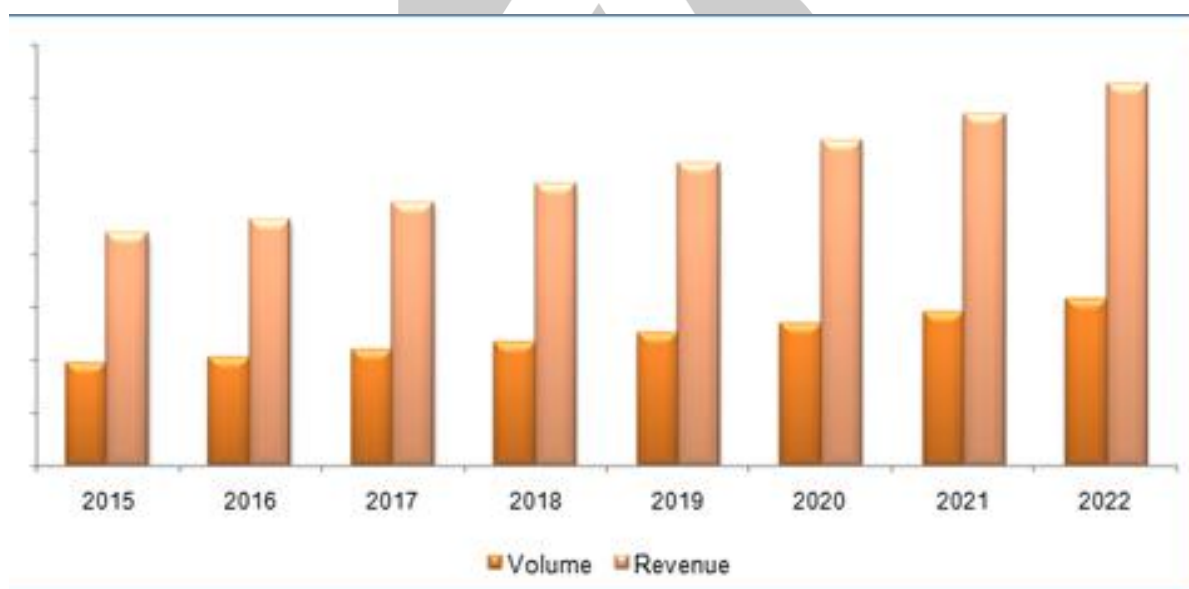
USES OF CAMPHOR:

- **Puja:** If you are in India, you must be well versed with the use of Camphor in Puja.
- **Pharma:** Camphor is used as a key ingredient for pain relief. Primarily used in 2 forms- Topical (Surface of body parts) & Inhalers. Camphor is a key ingredient in Vicks, Amrutanjan, Moov, Volini, Tiger Balm etc. In numerous Private labelled medicines, Sports injury medications etc.
- **Tyre:** used in formulating adhesives to increase the tack, the stickiness of the surface of the adhesive.(Terpene Phenolic Resin)
- **Paint:** Used as a solvent for paints(Dipentene)
- **Flavours and fragrances & Cosmetics:** Key ingredient to prepare the final mix. The requirement is more so in the flavours industry.

MARKET POTENTIAL

- According to a new market report published by Credence Research “**Camphor Tablets Market – Growth, Share, Opportunities, Competitive Analysis, and Forecast 2015 – 2021,**” the camphor tablets market was valued at US\$ 0.093 Billion in 2015, and is expected to reach US\$ 0.145 Billion by 2022, expanding at a CAGR of 7.6% from 2016 to 2022.
- Due to good chemical properties it has wide range of application in various end user industries such as pharmaceuticals, food, agriculture and chemical among several others. Rising demand of camphor for the ointments is anticipated to drive the growth for the market.

Market Growth of Camphor



RAW MATERIAL REQUIREMENTS

Sr no.	RAW MATERIAL
1	
2	
3	
4	



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MANPOWER REQUIREMENT

Particulars	Number of Employees
Technical Staff	1
Administrative Staff	2
Marketing Staff	2
Labour	5
Total	10

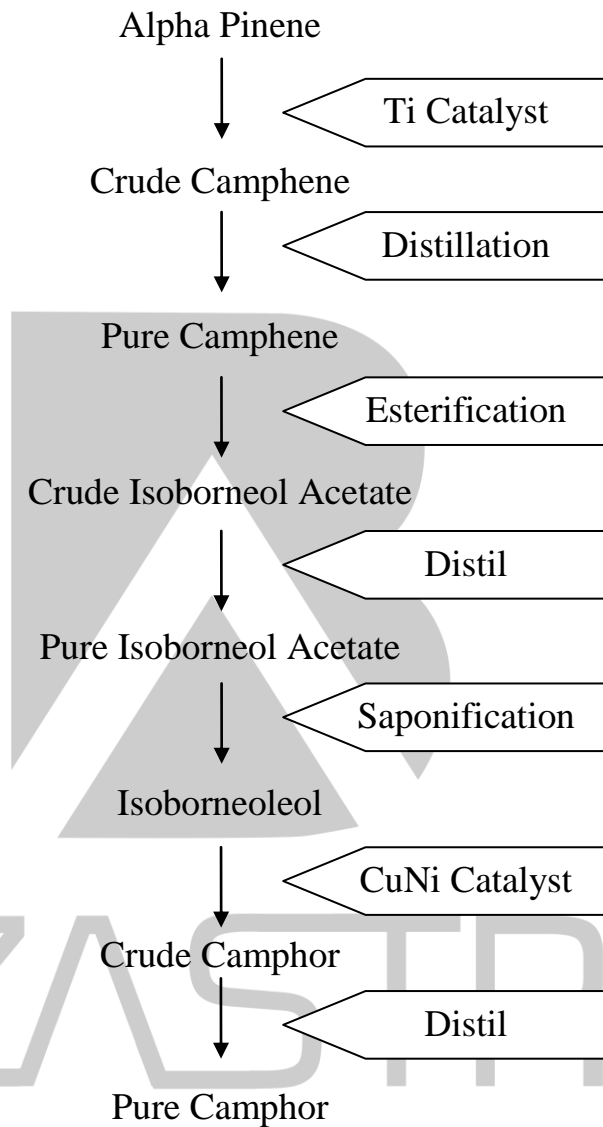


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MANUFACTURING PROCESS

The following is the process used for manufacturing of Camphor:



PROJECT COST AND MEANS OF FINANCE

Project Cost

Sr. no	Costing heads	Amount (Rs. In lakhs)
1	Land & Development	
2	Factory Building	
3	Plant and Machinery	
4	Furniture & fixtures	
5	Electrical Installation	
6	Computer , IP assets & Software	
7	Tools & equipment	
	Total	

Means of Finance

Sr. no	Particulars	Amount (Rs. In lakhs)
1	Own capital	
2	Working capital loan	
3	Term Loan from Bank	
4	Internal accrual & reserves	
5	Unsecured loans	
	Total	

LIST OF EQUIPMENTS REQUIRED

Sr. No	Name of Equipment	Amount (Rs. In lakhs)
1		
2		
3		



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S.W.O.T ANALYSIS

STRENGTHS

- Eco- friendly in nature.
- Low price
- Quality of Product
- Health Benefits

WEAKNESS

- Major demand only during festivals.

OPPORTUNITIES

- New Markets
-

THREATS

- Local Competition.
- Fluctuating Demands

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RISK ANALYSIS AND MITIGATION STRATEGY

BUSINESS RISK - LOW	As the project is not very big the risk covered under the same is LOW.
ENVIRONMENTAL RISK	Camphor has no health hazards. Rather Camphor is used in pharma industry. Thus the environmental risk is very low. Also the unit is taking proper precautions and following all the regulations and remains compliant with all environment related laws.
FINANCIAL RISK	Since the investment to be done in the project is comparatively low, the financial risk associated to the project is low.

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FUTURE OUTLOOK

Camphor has wide range of application in pharmaceutical. It is used for medicinal purposes for the treatment of toenail, warts, cold sores, haemorrhoids, osteoarthritis, congestion, cough, and skin infections. Generally in pharmaceutical it is used in the form of oil. It also can be used as antiseptic germicides and others. Further, proper dosage of camphor cure the health and high can be cause of serious problem due some toxic nature. These factors are opening a gateway of opportunities for the growth of the camphor market.

Apart from this, camphor finds their use in several end user industries such as agriculture, food, chemical, pharmaceutical and others. The growing demand of camphor in pharmaceutical industries is expected to positively impact the growth of camphor market during the forecast period. As population is increasing worldwide the demand of the food product is also increases which predicted to trigger the growth of camphor market during the forecast period.

According to the report, the market is expected to grow more vigorously during the forecast period and it can also influence the global economic structure with a higher revenue share. The market also holds the potential to impact its peers and parent market as the growth rate of the market is being accelerated by increasing disposable incomes, growing product demand, changing consumption technologies, innovative products, and raw material affluence.

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